

ORDER



KSNV

Orders

Order / Rev: 107430
 Alt Order #: 06860849
 Product Desc: PAT MAJORITY USA
 Estimate: 1966
 Flight Dates: 10/04/12 - 10/12/12
 Original Date / Rev: 10/03/12 / 10/03/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Waterfront Strategies
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Patriot Majority
 Demographic: A35+
 Product Codes: PLI1
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/12/12	57	\$85,700.00	\$72,845.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	57	\$85,700.00	\$72,845.00	0.00
Totals	57	\$85,700.00	\$72,845.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	27%	\$85,700.00
Market	100%	\$317,407.41

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$95,222.22
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$69,829.63
KTUD	1%	\$3,174.07
KVVU	15%	\$47,611.11
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$15,870.37

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$900.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$900.00		0.00						
E 2	KSNV	10/04/12	10/10/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	8	\$1,900.00	1	0.00	NM	8	\$15,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	8		\$1,900.00		0.00						
E 3	KSNV	10/04/12	10/10/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	2		\$500.00		0.00						
E 4	KSNV	10/04/12	10/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	3		\$325.00		0.00						
E 5	KSNV	10/06/12	10/07/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----SS	:30	1	\$750.00	1	0.00	NM	1	\$750.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----SS	1		\$750.00		0.00						
E 6	KSNV	10/04/12	10/10/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	3		\$500.00		0.00						
E 7	KSNV	10/04/12	10/10/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	3		\$325.00		0.00						
E 8	KSNV	10/04/12	10/10/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	3		\$600.00		0.00						
E 9	KSNV	10/04/12	10/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	2		\$900.00		0.00						
E 10	KSNV	10/04/12	10/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	2		\$900.00		0.00						
E 11	KSNV	10/04/12	10/10/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,800.00	1	0.00	NM	5	\$9,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/04/12	10/10/12	MTWTF--	5		\$1,800.00		0.00						
E 12	KSNV	10/06/12	10/06/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUN	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
JEOPARDY/WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$525.00		0.00						
E 13	KSNV	10/04/12	10/10/12		CM	630-730pm	MTWTF--	:30	5	\$1,700.00	1	0.00	NM	5	\$8,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Jeop/Wheel											
				M-F Jeopardy/Wheel of Fortune											
				JEOPARDY/WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/04/12	10/10/12	MTWTF--					5	\$1,700.00		0.00			
E 14	KSNV	10/10/12	10/10/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Wednesday Prime 9-10pm											
				LAW AND ORDER SVU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$4,000.00		0.00			
E 15	KSNV	10/09/12	10/09/12	Tues PR 10-11p	CM	10-11pm	-T-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
				Tuesday Prime 10-11pm											
				PARENTHOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$3,200.00		0.00			
E 16	KSNV	10/11/12	10/11/12	News 3 Live in Prime	CM	7-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
				News 3 in Prime		(9:00 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$3,200.00		0.00			
E 17	KSNV	10/06/12	10/06/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Sa-Su News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$1,400.00		0.00			
E 18	KSNV	10/04/12	10/10/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/04/12	10/10/12	MTWTF--					3	\$750.00		0.00			
E 19	KSNV	10/04/12	10/10/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/04/12	10/10/12	MTWTF--					2	\$1,400.00		0.00			
E 20	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$14,000.00	1	0.00	NM	1	\$14,000.00
				NFL Football											
				SUN NT FB: SD @ N ORLEANS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$14,000.00		0.00			
E 21	KSNV	10/11/12	10/12/12	Today Show	CM	658a-9am	---TF--	:30	2	\$1,900.00	1	0.00	NM	2	\$3,800.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					2	\$1,900.00		0.00			
E 22	KSNV	10/11/12	10/12/12	Noon News	CM	12-1230pm	---TF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				Noon News											
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					1	\$500.00		0.00			
E 23	KSNV	10/11/12	10/12/12	The Doctors	CM	2pm-3pm	---TF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					1	\$325.00		0.00			
E 24	KSNV	10/11/12	10/12/12	Dr. Phil	CM	3-4p	---TF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					1	\$600.00		0.00			
E 25	KSNV	10/11/12	10/12/12	M-F Early News	CM	5-630p	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
				M-F Early News											

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EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--			1		\$1,800.00		0.00				
E 26	KSNV	10/11/12	10/12/12	M-F Jeop/Wheel	CM	630-730pm	----F--	:30	1	\$1,700.00	1	0.00	NM	1	\$1,700.00
				M-F Jeopardy/Wheel of Fortune											
JEOPARDY/WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--			1		\$1,700.00		0.00				
E 27	KSNV	10/11/12	10/12/12	M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---TF--			1		\$1,400.00		0.00				
													Totals	57	\$85,700.00